

Case study 4: Design the growth strategy for Romanian dairy brand

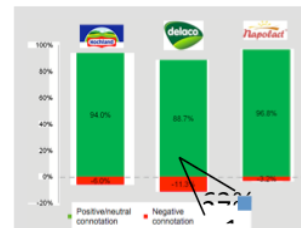
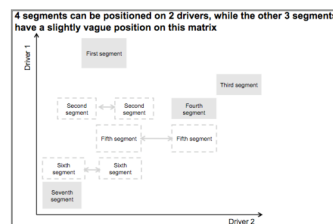
Measuring the growth potential and design the best strategy to fulfill it for one of the largest players in the dairy industry

The Challenge

- One of the biggest player on Romanian cheese market,
- With very good operation capabilities, but not very strong marketing
- Missing growth opportunities because of inconsistent strategy
- Needed a good understanding of the market, an understanding of the growth drivers and a strategy for growth.

Schiere | Simiuc & Partners Analysis

- Market analysis
- Ethnographic research
- In-depth interviews with sales force and management board
- Quantitative research
- SSP growth platform analysis
- Retail scan
- Brand strength analysis



The Results

- More than 50% increase in turnover in 2008 and more than 40% estimated for 2009.
- Very strong growth platform, including clear portfolio strategy.
- Clear segmentation of the market, including insights into how to match the different segments.
- Detailed consumer insights that were used in building the brand and communication strategy.

Note: all the numbers and graphics used in the photos have been changed due to confidentiality